



Attorney Docket No. 352738.00800

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Itaru Tanimura, et al.

Serial No. 10/560,770

Filed: June 7, 2006

Title: *Apparatus and Method for Assisting  
Marketing*

Group Art Unit: 3622

Examiner: Uber, Nathan C.

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AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is a Response to the Office Action in the above-identified patent application  
mailed April 23, 2009.

A listing of the **Claims** is reflected on pages 2 – 10 of this paper.

**Remarks** are reflected on pages 11- 14 of this paper.